

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
New Windsor Brands, LLC		01/16/2014	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Vi-Jon, Inc.		
Street Address:	8515 Page Ave		
City:	St. Louis		
State/Country:	MISSOURI		
Postal Code:	63114		
Entity Type:	CORPORATION: TENNESSEE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2896415	DAILY RENEWAL 5X	
Serial Number:	86016565	DAILY RENEWAL	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	djennings@armstrongteasdale.com		
Correspondent Name:	David B Jennings		
Address Line 1:	7700 Forsyth Blvd		
Address Line 4:	St Louis, MISSOURI 63105		
ATTORNEY DOCKET NUMBER:	9226-71		
NAME OF SUBMITTER:	David B. Jennings		
Signature:	/atllp/dbj/		

Date:

01/18/2014

Total Attachments: 3

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TRADEMARK ASSIGNMENT

January 17, 2014

WHEREAS, New Windsor Brands LLC, a Delaware limited liability company (hereinafter referred to as “**Assignor**”), is the owner of the entire right, title and interest in and to the trademarks, logos, trade names and registrations listed on Schedule I attached hereto, the trade dress associated with such marks, logos, trade names and registrations (the “**Trademarks**”), and goodwill associated therewith; and

WHEREAS, Vi-Jon, Inc., a Tennessee corporation (hereinafter referred to as “**Assignee**”), is desirous of acquiring all right, title and interest in and to the Trademarks.

NOW THEREFORE, subject to that a certain Asset Purchase Agreement among Assignor, Assignee and the principals of Assignor, dated as of October 15, 2013, and for good and valuable consideration paid by Assignee to Assignor pursuant to said Asset Purchase Agreement, the receipt and sufficiency of all of which is hereby acknowledged by Assignor, Assignor hereby sells, assigns, transfers and conveys to Assignee all right, title and interest of Assignor in and to (i) the registrations in the United States Patent and Trademark Office with respect to the Trademarks, (ii) all registrations with respect to the Trademarks, (iii) the goodwill of the business symbolized by the Trademarks and (iv) all past and present rights and powers, statutory and common law, which have accrued or may accrue to Assignor of any and all kind or nature appertaining to the Trademarks.

TO HAVE AND TO HOLD the Trademarks, with all of the rights and appurtenances thereto belonging unto Assignee, for itself, its successors and assigns for their own use and behalf forever.

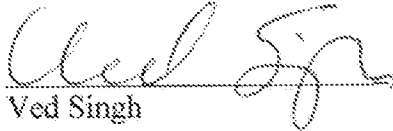
For good and valuable consideration, the sufficiency of which is hereby acknowledged, Assignor covenants that Assignor will do, execute and deliver, or will cause to be done, executed and delivered, all such further reasonable acts, transfers, assignments and conveyances, powers of attorney and assurances, for the better assuring, conveying and confirming unto Assignee, the entire right, title and interest in the Trademarks hereby transferred, assigned, and conveyed as Assignee may reasonably require.

This Assignment and the covenants and agreements herein contained shall inure to the benefit of Assignee, its successors and assigns, and shall be binding upon Assignor, his successors and assigns.

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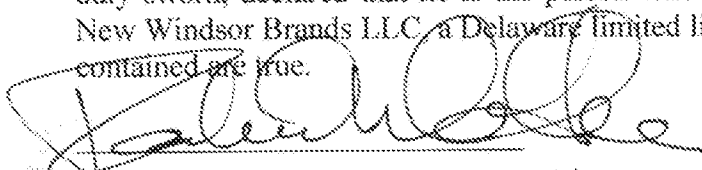
ASSIGNOR:

New Windsor Brands LLC

By: 
Name: Ved Singh
Title: President

STATE OF NEW JERSEY)
) SS
County OF Mercer)

I, Rosalind Westlake and Attorney at Law a Notary Public, do hereby certify that on the 16th day of January, 201 4, personally appeared before me Ved Singh who, being by me first duly sworn, declared that he is the person who signed the foregoing document as President of New Windsor Brands LLC, a Delaware limited liability company, and that the statements therein contained are true.


Notary Public

Rosalind Westlake
Attorney at Law
State of New Jersey

My Commission Expires:

SCHEDULE I

Trademark	Reg. No./App. No.	Goods
DAILY RENEWAL 5X	2,896,415	Hair care preparations, namely shampoos, conditioners, hair sprays, hair tinting, dyeing and coloring preparations; hair styling aids, namely mousses and gels.
DAILY RENEWAL	86/016,565	Baby shampoo; body wash; baby lotion; baby oil; baby powder; baby wipes; and non-medicated diaper rash ointments, lotions and creams.
DAILY RENEWAL NATURALS	NA <i>(common law)</i>	